

# Pacific Northwest Display 2x2 Network FAQs

## **What is the Pacific Northwest Display 2x2 Network?**

The Pacific Northwest Display 2x2 Network is a special buy offered by the Pacific Northwest Newspaper Association (PNNA) with the cooperation of its member newspapers. The introductory cost of a 2x2 ad is \$1,000 and will run in 26 daily newspapers in Alaska, Idaho, Montana, Oregon, Utah and Washington reaching over 2 million Pacific Northwesterners.

## **How do I place an order in this network?**

There are three easy steps to order placement. We make it really simple with one order and one payment.

- 1- Call (916) 288-6010 or (916) 288-6019 for information.
- 2- E-mail pdf of ad copy to elizabeth@cnpa.com and maria@cnpa.com and fax payment info to (916) 288-6022 by Wednesday 5:00 p.m. PST for insertion the following week.
- 3- We will send your ad to all participating newspapers, to run once each during the requested week.

## **What are the methods of payment?**

You can pay by Cashiers Check, Money Order, Visa, MasterCard or Discover.

## **What is the deadline for placement?**

Wednesday 5 p.m. PST every week.

## **Will all the newspapers run my ad as a 3.75"x2" ad?**

Newspapers that have narrower column width will run the ad in a narrower size.

## **How often will my ad run?**

Once in each newspaper in the network. Example: If we receive ad copy and payment by the deadline on Wednesday your ad will run at least once in each newspaper the following week starting Sunday ending Saturday. Holiday weeks have earlier deadlines.

## **What about proof of publication?**

PNNA contracts with participating newspapers in the Pacific Northwest and routinely verifies ad publication dates. To maintain cost-effective advertising an affidavit of publication will be provided, upon request, in lieu of tearsheets.

## **Are there any ad restrictions?**

Each newspaper in the network reserves the right to edit or reject ads not in compliance with the individual newspaper's standards or state or local laws.

No datelines/sexlines, 900 number ads. All ads are subject to pre-approval.